

LEO BURNETT U.S.A.

A Division of Leo Burnett Worldwide Inc.

AD# 278-03 REQ# MC4808 "BUCKS T-SHIRT AD" PG 4/C BLD (8-3/4 X 11-1/2) DISCOVER MAG., 1991

Printed in U.S.A.

Special T-Shirt Offer

WE'RE GIVING AWAY 500,000 BUCKS

Send for your free
Almighty Buck T-Shirt
before they're all gone.

Your T-Shirt is free with packs of purchase from 3 packs of Bucks. But remember, even half a million Bucks won't last forever. See attached order form for details.



Full rich flavor,
not full price.

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SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

MR's suggested retail price.

Kings Lights: 11 mg "tar," 0.7 mg nicotine—Kings: 14 mg
"tar," 1.0 mg nicotine av. per cigarette by FTC method.

